

Ten Principles of Strength-Based Negotiation

See Chapter 4 for a full discussion of these principles for buyers.

1. Establish a friendly, disarming rapport with the seller.
2. Demonstrate that you are a credible, serious buyer.
3. Signal that you have options.
4. Allow the seller to state the selling price.
5. Never agree to the first offer.
6. Use body language to convey your lack of acceptance of the first offer.
7. Bracket your opening bid.
8. Use silence as a negotiation tactic.
9. Be willing to walk away.
10. Look for a win-win solution.

For principles of negotiation as a seller, see the variations to these principles discussed in Chapter 7, “Making the Sale.”